generating electronic card representations for playing the card game;

receiving player identification information prior to at least a first player playing the card game;

first playing a first instance of the card game between the first player and a dealer module, wherein said dealer module is dealt a first sequence of said card representations;

second playing a second instance of the game between a second player and said dealer module, wherein said first and second card game instances overlap in time and wherein said dealer module is dealt a second sequence of card representations for playing said second instance of the card game;

wherein said first and second sequences dealt to the dealer have at least different card representations [for a first] <u>in at least one identical</u> card representation [in the respective sequences] <u>position, in each of said first and second sequences</u>.

140. (Once Amended) A method of presenting an Internet presentation, comprising:

providing one or more services available through an Internet connection on a first Internet accessible node;

first transmitting an unrequested first presentation, via the Internet, to [the] <u>a</u> user at a second Internet accessible

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node while the user is interacting with an activation of a first of the services at the second Internet accessible node, wherein said first presentation is presented between two user inputs to the activation and said first presentation is not presented in response to an Internet input by the user requesting said first presentation, [via a presentation identifier,] and wherein said first presentation identifies at least one of a purchasable product and a purchasable service;

receiving data, via a communication on the Internet, indicative of an action by the user in response to said step of first transmitting;

determining[, without manual intervention,] a second presentation for presenting to the user, wherein said second presentation is determined using said data [and stored information indicative of previous user Internet responses], said second presentation also identifying one of a purchasable product and a purchasable service;

second transmitting to the user, via the Internet, said second presentation concurrently with the activation of the first service[; and

generating a value determined using said data, wherein said value is provided to a party requesting said first presentation be presented to users accessing the Internet].

In Claim 154, line 26, following "the user", please insert --in response to a purchase by the user--

Please add the following new Claims 167-187:

167. (New) A method of playing a card game, comprising:

receiving player identification information prior to at least a first player playing the card game;

generating card representations for playing said card

5   game with at least the first player and a second player, wherein the first and second players obtain card representations via a common communications network address;

first playing, with a first player in a first game of said card game, wherein a first collection of one or more of

10   said card representations is transmitted to the first player;

second playing, with a second player in a second game of said card game, wherein a second collection of one or more card representations is transmitted to the second player, wherein said first and second card representation collections

15   are transmitted to said first and second players during an overlapping time period;

terminating the playing of said second game with the second player;

commencing to transmit card representations to the second

20   player for playing a third game of said card game, wherein a third collection of one or more card representations is

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transmitted to the second player during said third game, and wherein the transmissions of the card representations for said first collection for playing said first game, and said third
25   collection for playing said third game overlap in time.

168. (New)   A method for providing product or service information while playing a game, comprising:

performing the following substeps (A1) through (A4) for each of one or more users:

5   (A1) initiating an instance of the game for playing by the user, wherein the instance includes a plurality of user plays;

         (A2) presenting one or more presentations to the user during a playing of the instance of the game,
10   wherein said presentations are for relating information about one or more purchasable products or services, or for receiving information from the user about purchasable products or services;

         (A3) transmitting data by a network from the user to a
15   network site, wherein said data is related to one or more responses by the user to at least one of said presentations presented to the user; and

         (A4) selecting, at said network site, a second of said presentations for presenting to the user using said
20   data.

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169. (New) A method for providing information regarding products or services while playing a game using a network, comprising:

performing the following substeps (A1) through (A3) for
5   each of one or more users:

    (A1) providing, at a network site on said network, access to a plurality of presentations for presenting to the user, wherein said presentations provide at least one of: (a) information about one
10   or more purchasable products or services and (b) a capability for receiving a response from the user related to one or more purchasable products or services;

    (A2) initiating an instance of the game for playing by
15   the user using the network;

    (A3) displaying, using transmissions via the network, one or more of said presentations to the user for presentation during a playing of the game instance, wherein between at least two user plays of the game
20   instance, there is at least one corresponding presentation of said presentations displayed to the user to which the user is able to enter a response;

receiving, via said network, data related to one or more of the responses by the users to said corresponding

25 presentations; and

using said data from said one or more users for one of: evaluating an effectiveness of at least one of said presentations, determining another of said presentations for transmitting to the user, providing a product to the user,

30 providing a service to the user, and charging an advertiser of one of said presentations.

170. (New)   A method of playing a game on a communications network, comprising:

contacting, by each of a plurality of users, via a corresponding node on the network for the user, a game playing

5 node on the network, so that each of the users initiates a corresponding instance of the game between the game playing node and the user's corresponding node, and at least some of said instances overlap in time;

playing, by a first of the users, the corresponding

10 instance of the game;

transmitting from the game playing node to the corresponding node of the first user, the ranking of a second of the users, wherein said ranking is indicative of a proficiency of the second user in playing the game.

171. (New)   A method as claimed in Claim 170, further including a step of receiving, at the game playing node, from the first user via the corresponding network node, a request for a ranking of the second user.

172. (New)   A method of playing a game on a communications network, comprising:

contacting, by each of a plurality of users via a corresponding node for the user on the network, a game playing
5   node on the network, so that each of the users initiates a corresponding instance of the game between the game playing node and the user's corresponding node, and at least some of said instances overlap in time;

receiving, at the game playing network node from a first
10 of the users via the first user's corresponding network node, a request for selecting a pace of play of the corresponding game instance;

playing, by the first user, the corresponding instance of the game with the game playing node at the pace selected by
15 the first user.

173. (New)   A method of providing a presentation on a network, comprising:

activating a service accessible from a network server node, via the network, wherein one or more interactive service

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5   presentations are presented to a user during an activation of
     the network service by a network client node from which the
     user accesses the network;

          identifying network transmissions from the user for user
     data related to one or more of a plurality of advertising
10   presentations capable of being presented to the user at the
     network client node, wherein said advertising presentations
     are used for presenting information about at least one of a
     product and a service;

          determining, using said data, a particular one of said
15   advertising presentations;

          presenting concurrently the service presentations at the
     client node, said particular advertising presentation, wherein
     said particular advertising presentation is transmitted on the
     network during said step of activating, wherein said
20   particular advertising presentation is capable of being
     replaced at the client node by presenting a different one of
     said advertising presentations during said step of activating,
     and wherein said service presentations are determined without
     regard to which one of said first and said different
25   advertising presentations is presented concurrently to the
     user with said service presentations.

174. (New)   A method as claimed in Claim 173, wherein said step of activating includes activating an instance of a game.

175. (New)   An apparatus for playing a game on a network, comprising:

a display area for electronically displaying an instance of the game to a first user;

5   an input area for allowing the first user to input a game play;

a communications network connection for communicating, on a network, game related information, between said network connection and an addressable node on said network, wherein

10   said game related information is transmitted one of: to said display area, and from said input area;

wherein a plurality of users communicate with said addressable node for playing instances of the game; and

wherein between at least a majority of game plays by the

15   first user, there is a network transmission via said communications connection;

a game speed of play control for allowing the first user to control the pace of the instance of the game.

176.   (New)   An apparatus as claimed in Claim 175, wherein said game speed of play control is capable of reducing

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and increasing an allotted time within which the user must input a game play.

177. (New) An apparatus as claimed in Claim 175, further including a card reader, wherein when an identification card for identifying the first user is inserted therein, data identifying the user is communicated to the game controller.

178. (New) An apparatus as claimed in Claim 175, wherein said input area includes a control that allows the first user to reject a game play previously entered into said apparatus by the first user.

179. (New) An apparatus as claimed in Claim 175, wherein said display area includes one or more of the following:

    (a) a current state of the instance of the game;

    (b) a current state of a game tournament being played, wherein said game tournament includes a plurality of users each playing a plurality of instances of the game;

    (c) a description of rules for the game; and

    (d) an identifier for identifying the first user.

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180. (New) An apparatus as claimed in Claim 175, wherein said input area includes one or more controls for entering a wager.

181. (New) An apparatus as claimed in Claim 175, wherein said game is blackjack.

182. (New) An apparatus for playing a game on a network, comprising:

a display area for electronically displaying an instance of the game;

5   an input area for allowing a first user to input a game play for said instance of the game;

a communications network connection for communicating game related information between said apparatus and a game controller, wherein said game controller communicates with

10   said apparatus via a network, said network also connected to additional network nodes for allowing simultaneous play of instances of the game with the game controller by a plurality of users;

a control for allowing the first user to cancel a

15   previously entered wager;

a card reader, wherein when an identification card identifying the first user is inserted therein, data

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identifying the first user is communicated to the game controller.

183. (New) A method as claimed in Claim 140, further including a step of generating a value from said data, wherein said value is provided to a party requesting said first presentation be presented to users accessing the Internet.

184. (New) A method as claimed in Claim 183, wherein said step of generating includes determining one of: a number of times the first presentation is presented, a number of positive responses to the first presentation, and a number of purchasable products or purchasable services sold via the first presentation.

185. (New) A method of playing a card game as claimed in Claim 1, further including a step of providing consideration in order to play the card game.

186. (New) A method of playing a card game as claimed in Claim 1, wherein said step of providing consideration includes registering at an Internet web site.

187. (New) A method of playing a card game as claimed in Claim 1, wherein said step of supplying includes providing

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